



Coogli

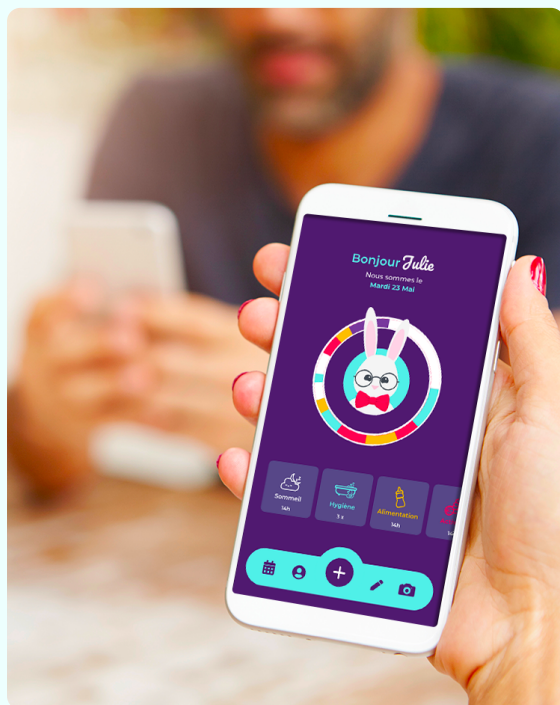
PRESS RELEASE

THE COOGLI APP

Thursday, July 6, 2023

Coogli is a mobile application intended for young parents in order to facilitate the management of daily life when a baby arrives. The application accompanies young parents from pregnancy monitoring to baby monitoring from birth.

Thanks to a dashboard and a common calendar, parents can note and follow the food, sleep, hygiene and all the events concerning the life of their baby in order to facilitate the organization of family life. Very complete, the application also offers a search tool for the first name of the future baby, alone or in pairs on the principle of "swipe" and "match"!



After interviewing many parents and users of similar apps, they understood that it was important that the app not only cater to moms and **allow the inclusion of the second parent**. In addition, very often, one of the two parents returns to work earlier than his or her partner and is therefore less involved in the baby's daily life.

For greater inclusion, the **application is participatory** : both parents can access daily information in real time and complete it. The same is true for parents working staggered hours, those separated or co-parents.

"The arrival of a child is a major upheaval in the couple. The organization of family life can sometimes take time to set up, and I had the idea of giving parents a hand by allowing them to follow up on their baby on a daily basis, two. "

The application is free and available for download on the Android and Apple stores, with already more than 4,300 downloads registered to date.

For those who want more advanced features, Coogli offers a lifetime premium version for \$19.99. This version includes additional features such as the addition of a nanny account which facilitates the management of planning and invoicing at the end of the month, the extraction of data in PDF, and many more.

ABOUT COOGLI

Coogli is an application designed by Fanny Koch, a freelance application designer during the period of confinement, in parallel with her activity. The initial idea materialized into a real project when she won the design prize at the Startup weekend in Annecy in October 2020. Once the design and illustrations were established, she was quickly joined by Jérémie Bottollier-Curtet , developer, who was able to manage the technical part of the application.